

2007 CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Canadian Visitation to Arizona	455,600
QUARTER OF TRAVEL	
1st Quarter	46.0%
2nd Quarter	21.8%
3rd Quarter	8.1%
4th Quarter	24.2%

VISITORS BY PROVINCE	
Alberta	32.5%
British Columbia & Terr.	22.2%
Ontario	20.9%
Quebec	5.7%
Manitoba	4.4%
Saskatchewan	3.9%
Atlantic Canada	2.5%

Visitor Demographics:

GENDER	
Female	48.6%
Male	44.1%

AGE	
Children 0-19 years	3.3%
20-34 years	7.1%
35-54 years	30.5%
55-74 years	45.7%
75+ years	6.1%
Unknown	7.3%

PARTY COMPOSITION	
Avg Travel Party Size	1.9 persons
Traveling Alone	17.1%
2 Adults	57.7%
3+ Adults	12.4%
Adults and Children	5.6%
Unknown	7.3%

TRAVEL PARTY SIZE	
1 person	18.8%
2 persons	60.1%
3 persons	4.5%
4 persons	9.8%
5-9 persons	6.1%
10+ persons	0.7%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	14.5 nights
1-3 nights	19.3%
4-9 nights	48.5%
10-20 nights	19.0%
21+ nights	13.3%

MODE OF ENTRY	
Airplane	66.0%
Auto	28.2%
Via USA	4.6%
Other	0.8%
Bus	0.4%

Source: Statistics Canada

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	57.3%
Visit Friends or Relatives	17.2%
Second Home, Cottage, Condo	7.6%
Meetings	5.9%
Convention, Conference, Trade Show	5.0%
Attend Events, Attractions	2.2%
Other Work	1.7%
Personal (Medical, Wedding, etc)	1.6%
Other	0.7%
Educational Study	0.5%
Shopping	0.2%
Transit to/from Canada	0.1%

ACCOMMODATIONS	
Hotel Only	24.4%
Home of Friend or Relatives Only	17.1%
Camping or Trailer Park Only	8.5%
Motel Only	8.2%
Other Only	7.8%
Other Combinations of 2 types	6.3%
No Accommodation Reported	6.2%
Hotel & Motel	6.2%
Motel & Home of Friends/Relatives	5.7%
Hotel & Home of Friends/Relatives	4.0%
Combination of 3 or more types	3.5%
Cottage/Cabin Only	2.0%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,040.58 CDN
\$0—\$299 CDN*	12.3%
\$300—\$1,999 CDN*	51.9%
\$2,000—\$7,999 CDN*	31.5%
\$8,000+ CDN*	3.9%

VISITOR SPENDING (US \$)	
Avg Spending per Visit	\$1,118.30 US
\$0—\$321 US*	12.3%
\$322—\$2,148 US*	51.9%
\$2,149—\$8,596 US*	31.5%
\$8,597+ US*	3.9%

*Annualized Conversion rate for 2007: \$1 CDN = \$0.9305 US

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$71.86 CDN

VISITOR SPENDING PER NIGHT (US \$)	
Avg Spending per Night	\$77.23 US

Source: Statistics Canada; Bank of Canada